Irresistible Lead Magnet Blueprint Workshop

WORKSHEET & NOTES

1) What's a lead magnet?

2) Why do you want to create a lead magnet?

3) Different types of lead magnets:

4) What makes a good lead magnet?

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5) Your audience:

6) Your expert topic:

7) Your expert interview title:

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8) List 3 important teaching points for your interview:

9) Your idea for a **listicle** lead magnet connected to your main teaching point:

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10) Elements of a lead magnet funnel:

PDF:

Graphics:

Opt-in Page:

Thank You Page:

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11) Script for the Thank You page video:

12) Technology

13) Follow Up emails

17) Top ways to promote your lead magnet: